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ROLE AND POSITION OF MULTIDIMENSIONAL PLANNING IN DEVELOPING TOURISM AND ECOTOURISM (CASE STUDY OF MEHDISHAHR AND SHAHMIRZAD SEMNAN PROVINCE, IRAN)

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ABSTRACT

By developing cities and phenomenal growth of urbanization, people are more enthusiastic in traveling in a way that they are called tourist and they have evolution the activity of spending their free time. Therefore focusing on the nature of tourism and its consequences has disclosed the necessity of conducting research and case studies in this regard. The present research paper is aimed at analyzing the role and position of multidimensional planning in developing tourism and ecotourism in Mehdishahr and Shahmirzad of Semnan province. Although these regions possess many tourist attractions, its deprivation in all levels especially in developing Traveling industry is worrisome. For developing and growth of tourism and ecotourism in these regions, proper planning in this section is necessary. The research methodology of this paper is a combination of the following; historical methods, descriptive methods, documentary and field work. For data collection and information, fieldwork studies and questionnaire were used and after collecting data, the data were analyzed using SPSS Software. The research results show that multidimensional planning has an effective role in developing and organizing tourism in these regions and it will create employment and hence the full utilization of the regions various potentials is not possible until there exists a comprehensive attitude towards this issue and the multidimensional planning.

KEYWORDS: *Planning, Multidimensional planning, Comprehensive attitude, Tourism.*